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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** MATZ, *et al.*

**Group Art Unit:**3688

**Application No.** 10/017,111

**Examiner:** ALVAREZ, Raquel

**Filed:** December 14, 2001

**Attorney Docket:** 01372

**Title:** “Method and System for Targeted Incentives”

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being electronically and/or facsimile transmitted to the United States Patent and Trademark Office.

Scott P. Zimmerman

Name of Person Transmitting This Paper

A handwritten signature in black ink, appearing to read 'Scott P. Zimmerman', is written over a series of horizontal dotted lines.

December 18, 2009

Date of Transmission

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**RESPONSE TO OCTOBER 1, 2009 OFFICE ACTION**

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Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed October 1, 2009. The Assignee respectfully submits that the pending claims distinguish over the cited documents.